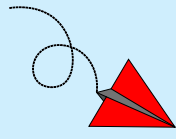


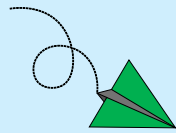
MedArtSal

Sustainable Management Model for Mediterranean Artisanal Salinas

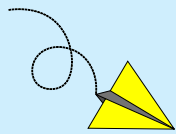
Awareness raising kit for schools



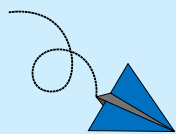
Project Flyer for students



*How to Discover the salinas
in your country*



*Awareness Raising
Questionnaire for Students*



*How to get a Discount Card at
MedArtSal salinas*



SUSTAINABLE MANAGEMENT MODEL FOR Mediterranean Artisanal Salinas



Why and how

Both traditional and small salt pans have been in continuous decline since the 1950s. As reported in many works, more than 170 saltworks (90 of which are still working) are identified today in 18 Mediterranean countries across the Mediterranean Basin and the Black Sea Region. The abandonment of saltworks has a negative impact on **local salt culture** and sometimes on **biodiversity** and therefore accelerates the further loss of cultural and natural heritage.

Salinas across the **Mediterranean** today are facing many pressures due to changes in social values and economic stresses; the market of their products is subject to strong competition from cheaper land produced salt and the world trade. **Faced with the need to be economically viable, salinas are confronted with the choice of closing, industrializing the production or changing the business orientation towards sustainable tourism and new artisanal products, already successfully experienced.**

MedArtSal project has led to the economic, social and environmental revival of the concerned salinas. From the economic point of view, new businesses, products

and related services (e.g., tourism, logistics) based on the valorization of its salt products have been promoted and created. Salinas involved through its **15 pilot actions** in **Italy, Spain, Lebanon and Tunisia** have successfully experienced the **MedArtSal Model**, based on **sustainable management** of Salinas through better use of natural resources. Finally, **employment opportunities** related to salt production has been generated, raising the awareness of the importance of salinas for communities, public institutions and local economies.

About the project

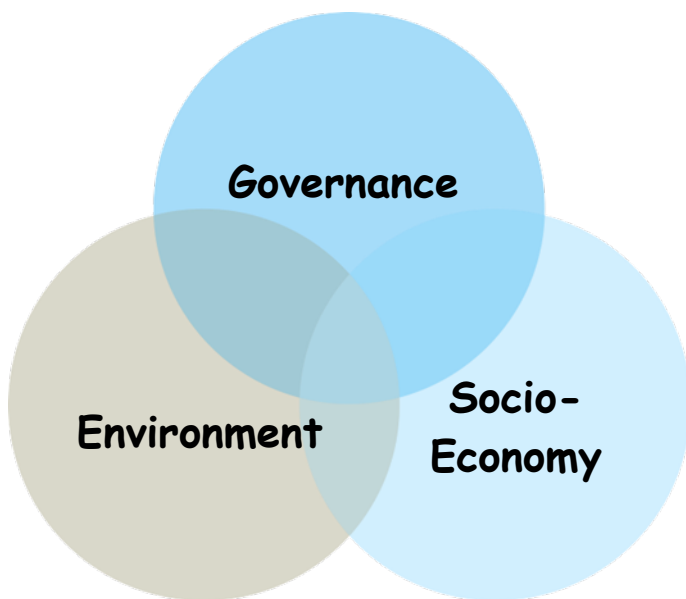
MedArtSal aims to promote the sustainable development of artisanal salinas, providing concrete support on economic, environmental and governance issues. Addressing common challenges in four Mediterranean regions (Italy, Spain, Lebanon and Tunisia), the project has promoted the development of a sustainable and adaptable management model fostering the territorial valorization of artisanal salinas.

A sustainable production of salt may deeply stimulate the development of other sectors (business, tourism, and environment), while increasing biodiversity.

What we did

- We identified the areas susceptible to **economic and environmental challenges** for the geographical distribution, socio - economic value and biodiversity significance.
- We defined, developed and promoted **sustainable and tailored management solutions**, management policies or procedures (MedArtSal model) throughout the determination of critical elements for salinas development, in several case studies and pilot actions.
- We fostered collaborations on B2C (residents and tourists) and B2B (GDO and HO.RE.CA) markets, promoting the development of **SMEs clusters** in each participating country.
- We built an **International Network** among salt producers and businesses to develop public - private cooperation.

A Sustainable Development Model for Artisanal Salinas



15 SUB-GRANTS for actions in salinas



- **January 2021:** calls for proposals for sub-grants to select and implement different actions/activities to support salinas owners or managers to increase the sustainability of their salina.
- **Eligible activities:** to foster the salinas' **local economic development** through sustainable salt production and development of new products/services, while preserving the local environmental and cultural values.
- **Involved countries:** Italy, Spain, Tunisia and Lebanon
- **Available budget:** 480.000 Euro.

- *The MedArtSal Model was built to identify the gaps in the sustainability of artisanal salinas across the Mediterranean and to offer individual solutions that could be easily applied.*
- *Salt-owners and managers were able to identify optimal practices to be applied towards salinas sustainable management through a matrix of sustainable actions.*
- *The choice of the suitable practice application depended on salinas/territorial development orientation.*

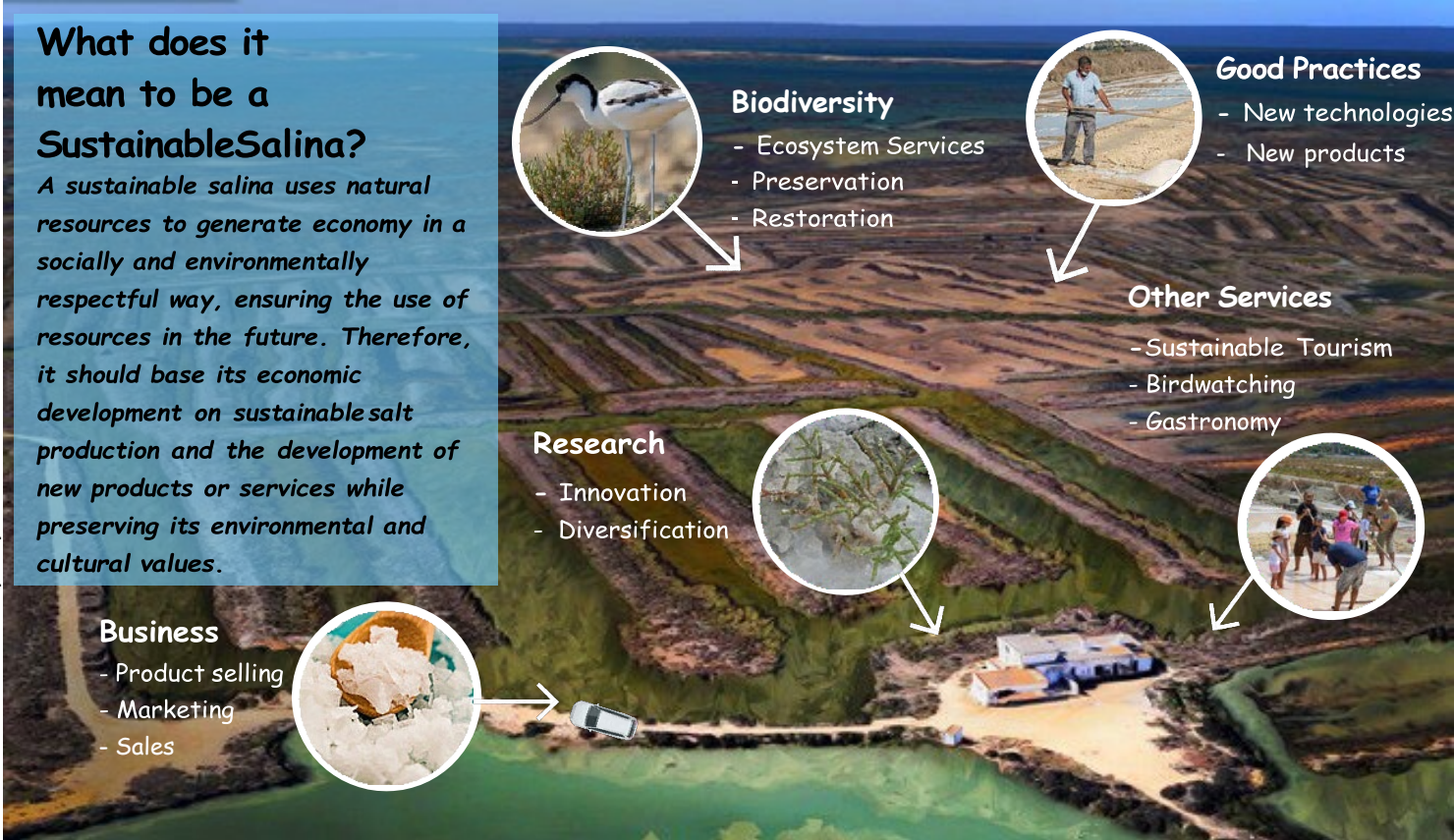




MedArtSal

What does it mean to be a SustainableSalina?

A sustainable salina uses natural resources to generate economy in a socially and environmentally respectful way, ensuring the use of resources in the future. Therefore, it should base its economic development on sustainable salt production and the development of new products or services while preserving its environmental and cultural values.



Biodiversity

- Ecosystem Services
- Preservation
- Restoration

Good Practices

- New technologies
- New products

Other Services

- Sustainable Tourism
- Birdwatching
- Gastronomy

Research

- Innovation
- Diversification

Business

- Product selling
- Marketing
- Sales

MedArtSal salinas: 15 pilot actions and 2 case studies







MedArtSal

1. Salinas de Chiclana
2. Salina Roqueta y Preciosa
3. Salina San Vicente
- Case Study 1 - La Esperanza Salina
4. Salina de Marchamalo
5. Parco della Salina di Cervia
6. SEI - Saline Ettore e Infersa
7. TUNISEL S.A
8. Immobilière SAFIR
9. SOSEKER / SODIMER.
- Case study 2 - Sebkha Salina
10. Sleiman Sleiman Salinas
11. Georges Sleiman Salinas
12. Maison du sel
13. Malek's Salinas
14. Al Najjar Salinas
15. Kamel Anjoul Salinas

What we did with the Mediterranean salt farmers

- **Restoration measures** implemented in 15 pilot actions/sites in the 4 involved countries.
- **An operational action plan.**
- **A handbook on 33 best practices** for management of salinas.
- **Several field visits** in the involved pilot actions.
- **1st International Salt Fair in Tunisia.**
- **Final Event and 2nd International Salt Fair in Lebanon.**
- **An International Network of Artisanal Salinas.**



During the MedArtSal Final Event and 2nd International Salt Fair in Lebanon in June 2023, the **MedArtSal International Network for Mediterranean Artisanal Salinas** was launched to keep promoting the sustainable development of Artisanal Salinas in the Mediterranean Region.



Find **HERE** the
Final Event video!

How to discover the salinas in your country

TOURISM



SCAN me
TOURISM BOOK

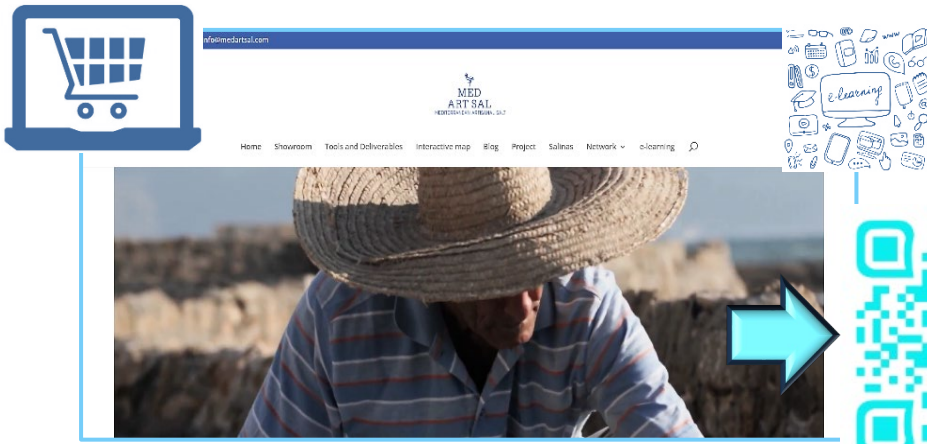
JOIN&FUN



Find more about the experiences
you can have in salina!



FIND&LEARN



Find **HERE**
the MedArtSal
platform
www.medartsal.com

MedArtSal

MedArtSal YouTube



Watch the project videos on the MedArtSal YouTube account!

WATCH&TRY



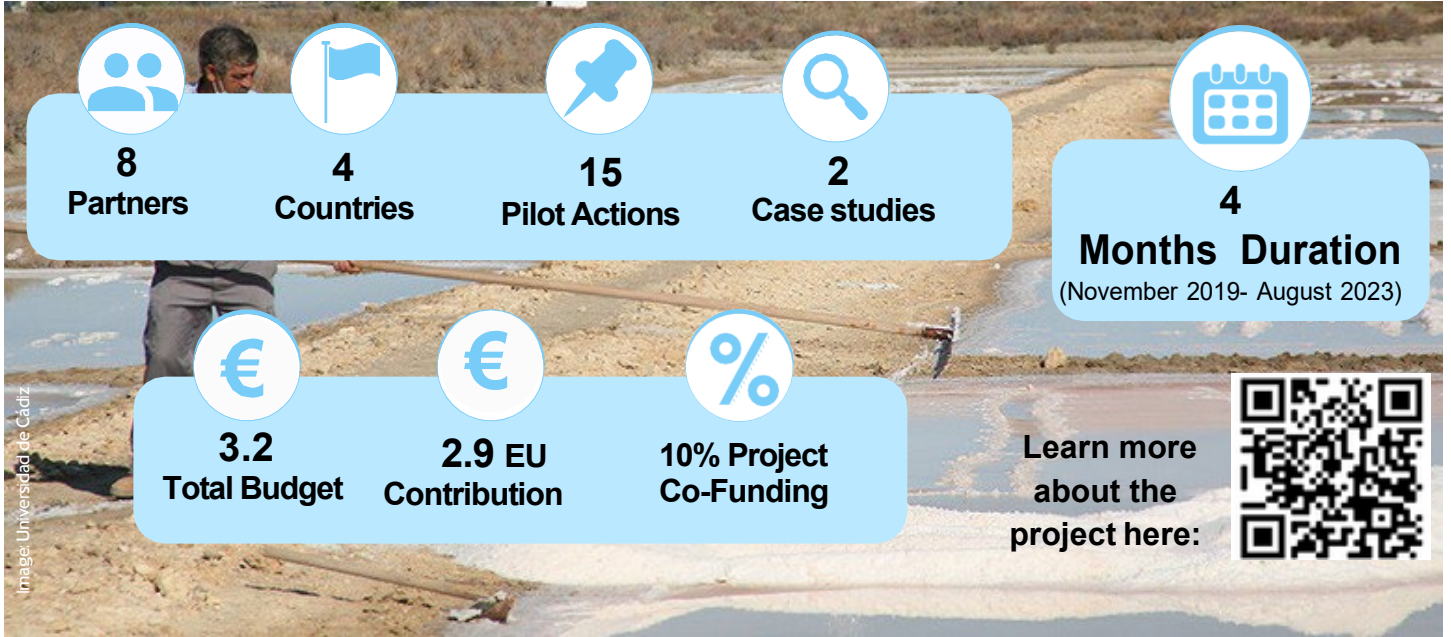
Find **HERE** more about our **recipes with Mediterranean salts!**



Find **HERE** more about the **birdwatching experience in our salinas!!**



MedArtSal in numbers



Who We Are

Partners

The project is led by CUEIM - University Consortium for Industrial and Managerial Economics (Italy) and the partners are:

- Association for the Development of Rural Capacities (Lebanon)
- Fair Trade Lebanon (Lebanon)
- IUCN - Centre for Mediterranean Cooperation (Spain)
- Mediterranean Sea and Coast Foundation (Italy)
- Saida Society (Tunisia)
- University of Cádiz (Spain)
- Tuniso-Italian Chamber of Commerce and Industry (Tunisia)

Associated Partners

- Assocamerestero - Association of Italian Chambers of Commerce Abroad (Italy)
- Consejería de Agricultura, Ganadería, Pesca y Desarrollo Sostenible (Spain)
- Ente di Gestione per i Parchi e la Biodiversità-Delta del Po (Italy)
- Municipality of Anfeh (Lebanon)
- SALARTE Fund for the Stewardship and Recovery of the Salt Marsh (Spain)
- The Mediterranean Wetland Initiative - MedWet (France)

MedArtSal Partners



www.enicbmed.eu/projects/medartsal



MedArtSal

Sustainable Management Model for Mediterranean Artisanal Salinas

Final document

A 5.3.3 Awareness campaign

MedArtSal is funded by the European Union under the ENI CBC Med Programme. The project total budget is € 3.2 million and the EU contribution is € 2.9 million (90%).

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Awareness Questionnaire for students

Student Profile

Gender	
Age	
Name of your school	
School year	
Country	

10 MedArtSal Questions for you



1. Do you know what **artisanal salt** is?

Yes No

*If you answered **YES**,
continue with question 2,
otherwise continue with
question 3.*



2. If **yes**:

a. Do you know any **brands of artisanal salt**? If yes, what types, producers and/or brands of artisanal salt do you know?



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b. What do you think are the main differences between **artisanal salt** and **industrial salt**?



3. Have you ever seen or visited a **salt pan**?

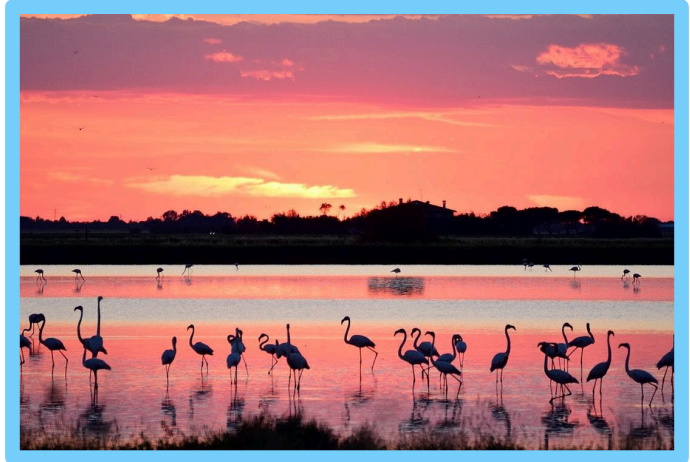
Yes No

- If **yes**, when? And what impressed you the most?





- If **no**, would you like to visit it?



4. Have you ever heard about salt in you **school**?
 Yes No
If you answered **YES**, continue with question 5, **otherwise** continue with question 6.



5. If **yes**,

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a. In which **class** or school year did they tell you about this?

b. What were the **key topics** that you discussed when your teachers spoke about salt?



- Correct salt consumption in your life
- Correct salt use in cooking
- How many uses of the salt
- Else:

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c. What did you learn about salt pans and salt production?



d. Did they also talk about artisanal salt? If yes, what did they tell you about? If no, would you like to learn more about artisanal salt?



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6. Do you think it is important to know more about salt (production, use in cooking, types of salt on sale) for your **professional future** (i.e., if you are studying in the hospitality sector) or for your **daily life**?
- If **yes**, why?



- If **no**, why do you think it is not so important?





7. In general, what **topics** and **information** about **salt** (artisanal and industrial) do you consider fundamental for your life or your future job (i.e., in the hospitality sector)?



8. Would you like to participate in some educational activities to learn more about salt and salt pans?
- If **yes**, what activities would you like to do or visit?



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- Walking/riding in the salt pans
- Birdwatching
- Shopping
- Eco-tourism in general
- Doing experience like "Being a salt worker for a day"
- Wellness and beauty experience
- Else: please tell us!

- If no, why?





9. Would you like to visit with school some artisanal salinas located in your region/country?

Yes No

- If yes, which artisanal salinas do you want visiting?



10. Would you like to attend some artisanal **salt workshops** led by **salinas' owners and managers** in collaboration with your school? What would you like to learn about?





MedArtSal
Sustainable Management Model
for Mediterranean Artisanal Salinas



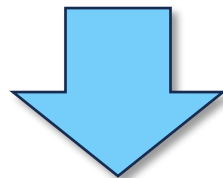


Thank you for participating in our questionnaire!

**Send us your answers and Pick up your Discount Card
to use it in one of the MedArtSal salt pans!**

Choose from the list (you can pick only one salina):

Spain		
1		Salinas y Celebraciones San Vicente SL.
2		ALEMA Turismo Medio Ambiente S.L. - Salinas de Chiclana
3		Asociación Naturalista del Sur Este (ANSE) - Salinas de Marchamalo
4		Construcciones y promociones de viviendas de Cádiz S.A. - Salina Preciosa and Roqueta - Marambay
Italy		
5		Saline Ettore e Infersa srl.
6		Parco della Salina di Cervia s.r.l.
Lebanon		
7		Sleiman Elias Sleiman or Sleiman Sleiman Salinas - EVAURA
8		Georges Hanna Sleiman or George Sleiman Salinas
9		Hafez Dib Jreij - Maison du sel
10		Imad Malek - Malek's Salinas
11		Georges Najjar Salinas - AL NAJJAR SALINAS
12		Kamel Anjoul Salinas - Salacia
Tunisia		
13		TUNISEL S.A
14		Immobilière SAFIR - Jebel Hadifa salina
15		SOSEKER / SODIMER. - Kerkennah salina



Send your answers at: medartsal.project@gmail.com

You will receive back a DISCOUNT CARD with some instructions for picking up.